

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

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REPLY TO: 1620 Programs, Cooperative
(3100)

June 23, 1975

SUBJECT: Corrections to Smokey's 1976 Campaign

TO: Regional Foresters, Area Directors and State Foresters



Please note the following corrections to "Smokey's 1976 Campaign."

Page 3, item 76-CFFP-10 Bookmark - This item will be similar to previous bookmarks but not of the same art. Smokey's head along with the following message, "Books are made of paper, paper comes from trees, so be careful in the forest, don't play with matches, please."

Page 4, item 76-CFFP-13 Calendar - Although it did not get printed there really is a calendar below Smokey. This is truly a beautiful full color reproduction of a Rudy Wendelin painting and should be very popular.

Please note that item 76-CFFP-41 is new. Something different. Color your own litterbag.

Konrad B. Reinke

KONRAD B. REINKE
Smokey Bear Program Manager
Cooperative Forest Fire Control

cc: Experiment Station Directors
Bureau Chiefs, Department of the Interior
Executive Director, Canadian Forestry Association

SMOKEY'S 1976 CAMPAIGN

CARRY ON,
LITTLE SMOKEY



ORDERS
DUE
IN
WASHINGTON, D.C.
BY
AUGUST 15, 1975



Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture, Forest Service

Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year several brand new items are presented to fill special needs.

It's a grand old forest, too!



Be careful.

76-CFFP-5 School Poster - 7" x 10".
Paper only.

America's History is written in her trees.



76-CFFP-6 School Poster - 10" x 8".
Significant moments in America's history keyed to the growth rings of a tree.

PREVENT

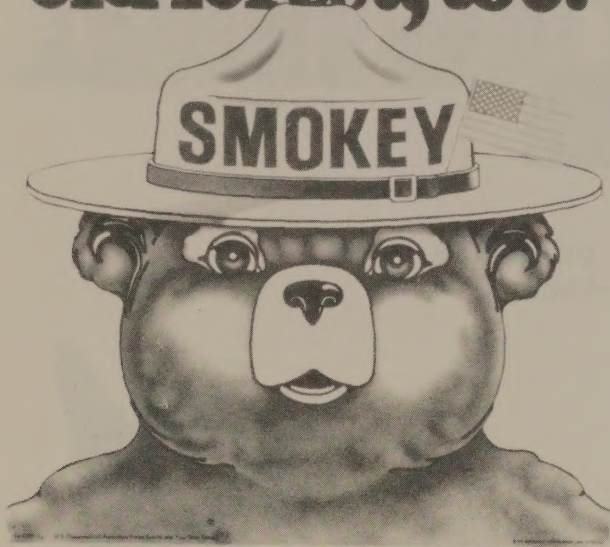


FOREST FIRES

76-CFFP-7

This 7" x 9" vinyl sticker is offered in response to specific requests from the field. Use wherever a highly visible, self-sticking prevention message is needed. Black copy on yellow. (Design is similar to 76-CFFP-39a&b).

It's a grand old forest, too!



Be careful.

In the time
it took to grow this tree,
we grew a country.



Be careful. ♪

76-CFFP-2

Smokey recognizes our Nation's 200th birthday.
13" x 18½" color poster.

76-CFFP-1 *Basic Poster* - 13" x 18½". This
basic theme will be carried throughout the
entire campaign, including radio and TV.
Order (1a) for indoors, (1b) for outdoors.



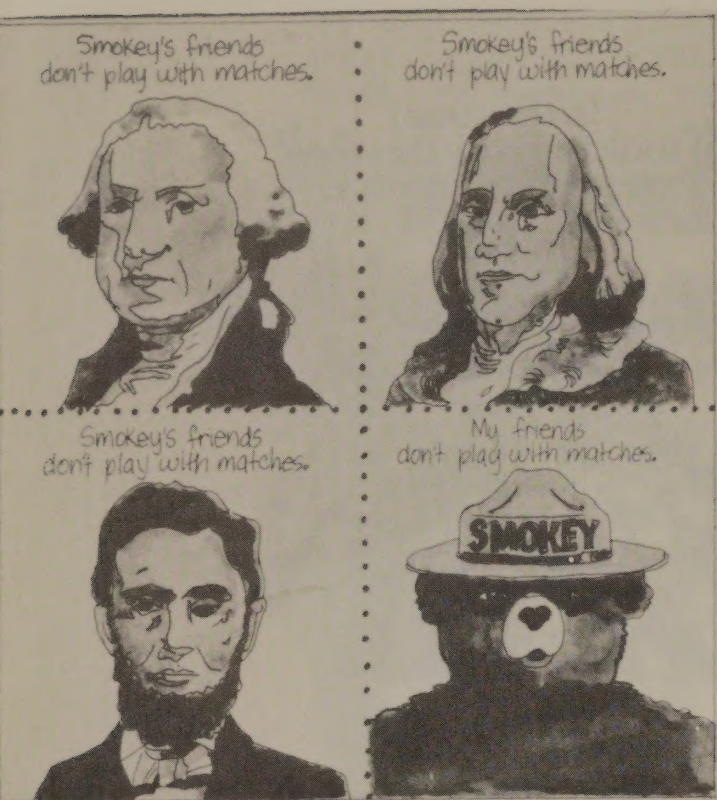
76-CFFP-3 *Debris Burning* - 13" x 18½".
Focuses attention on the serious
problem of wildfires caused by
escaped trash fires. Order (3a) for
indoors, (3b) for outdoors.



When you lose a forest, you lose a lot more than trees.



76-CFFP-4 *Special Poster* - 20" x 30",
on heavy paper only. Designed for
young adults.



76-CFFP-8 *Stamps* - Block of four, gummed and perforated.



76-CFFP-9 *Sticker* - A pressure-sensitive, adhesive-backed design.



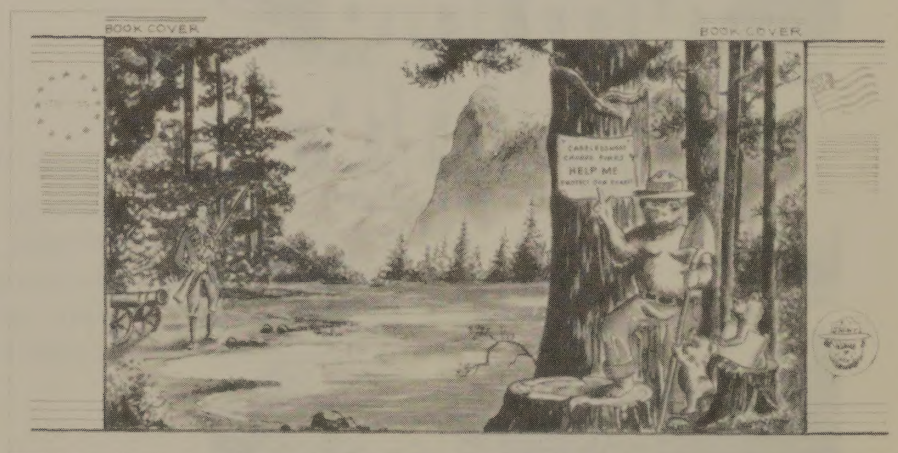
76-CFFP-10 *Bookmark*.



76-CFFP-11 *Desk Set* - Easily adapted for use as an award to local co-operators. 8" figure mounted on a wood base. With ball point pen.



76-CFFP-14 *Balloon* - Colorful handout for the youngsters. Smokey's face and a fire prevention message.

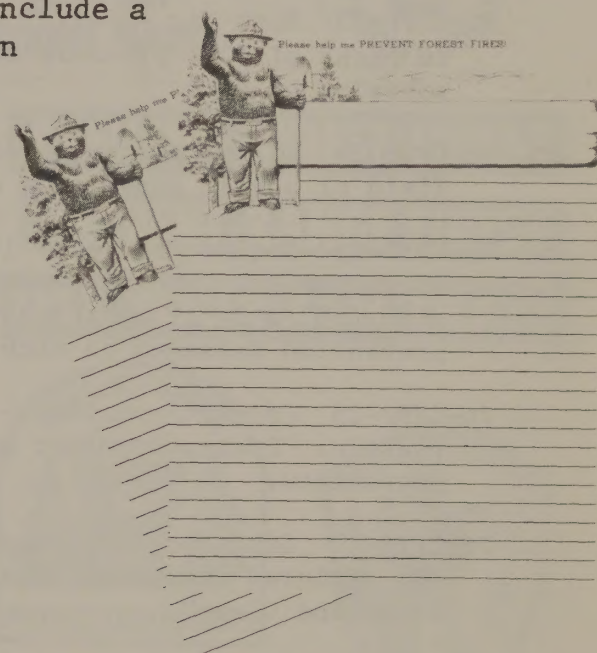


76-CFFP-12 *Bookcover* - Colorful, water-resistant protection for books.

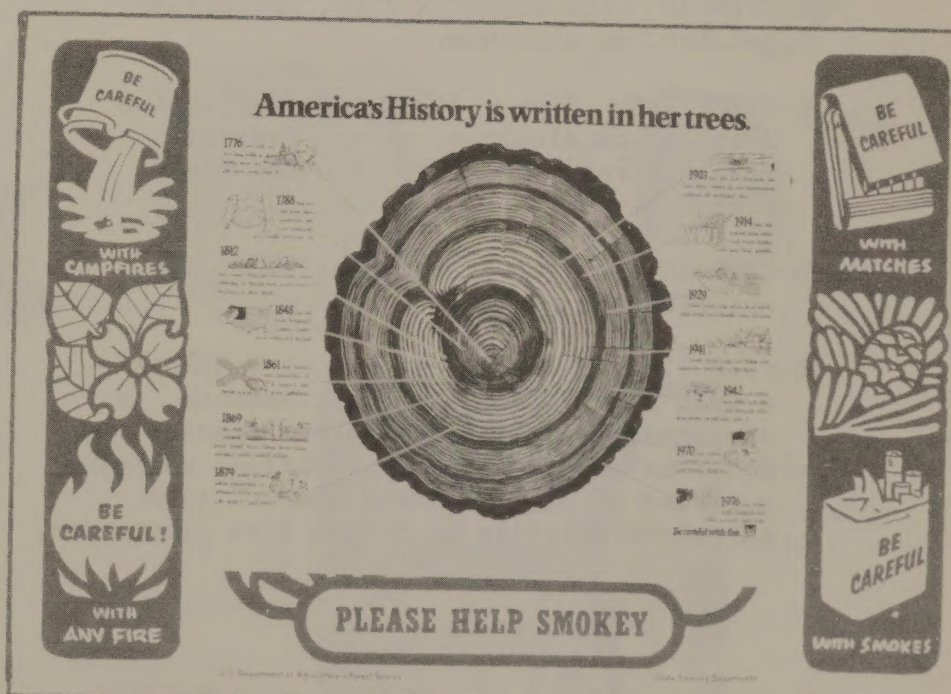


76-CFFP-16 "How-To" Folders - Helpful tips with illustrations. Order (16a) for "Make Campfires Safe", (16b) for "Safe Debris Burning" and (16c) for "Fire Safety Outdoors".

76-CFFP-15 Note Pad - Include a simple fire prevention reminder with your informal correspondence (5" x 8", 50 sheets/pad).



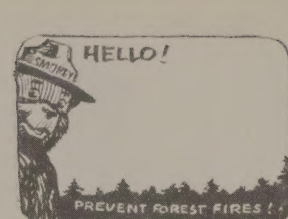
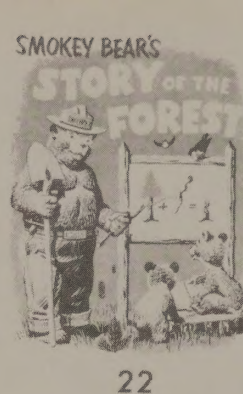
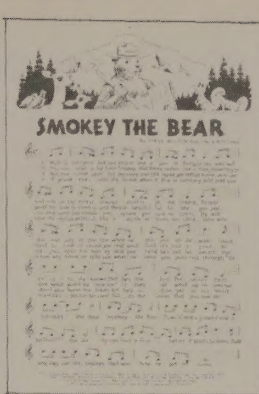
76-CFFP-13 Calendar - 14" x 19½" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.



76-CFFP-17 Coloring Sheet.

76-CFFP-18 Placemat - Use this attractive, paper placemat at community dinners, church socials, etc.

- 76-CFFP-19 *Teachers Kit* - Folder, teaching unit, playlet, and song book. Add other items as desired. An effective way to bring Smokey's message into classrooms.
- 76-CFFP-20 *"True Story" Comic Book* - The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.
- 76-CFFP-21 *"Smokey The Bear" Song Sheet* - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.
- 76-CFFP-22 *"Smokey Bear's Story of the Forest"* - 16 page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.
- 76-CFFP-23 *Name Tag* - 3-1/2" x 2-3/8", comes in packs of 100, pressure-sensitive adhesive on back.
- 76-CFFP-24 *Wallet Card* - A handout item for field or public appearance contacts.
- 76-CFFP-25 *Pocket Planner* - 1976 date book, conservative, 3-color design, pocket-size (3 1/2" x 5 1/2"), plastic cover, fire prevention messages on each page.
- 76-CFFP-26 *Pocket Protector* - heavy gauge plastic. Protects pocket and pushes prevention.
- 76-CFFP-27 *Litterbag* - poly plastic, 9" x 12", printed one side, "Keep America Green and Clean".
- 76-CFFP-28 *Sign* - 5'0" x 7'6", reflective 8-color, on aluminum.
- 76-CFFP-29a&b *Sign* - 44" x 16", reflective 2-color, on aluminum, (29a) "Prevent Forest Fires" and (29b) "Prevent Range Fires".
- 76-CFFP-30 *Coaster* - Absorbent two-color accessory to placemat.
- 76-CFFP-31 *"Junior Forest Ranger Handbook"* - a work book for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.
- 76-CFFP-32a,b&c *Bumper Strips* - Reflectorized, fluorescent, 2-color, Smokey's head plus (32a) "Prevent Forest Fires"; (32b) "Prevent Range Fires"; (32c) "Use Your Ashtray".
- 76-CFFP-33 *"You and Forest Fires"* - A 16-page 2-color adult-level pamphlet on wildfires and how they affect people.
- 76-CFFP-34 *Ruler* - 12", wooden, a low-cost handout item for schools, fairs, etc.
- 76-CFFP-35a&b *"Please be Careful -- Protect Our Forests"* - 3-3/4" x 4", (35a) embroidered patch, and (35b) vinyl decal.
- 76-CFFP-36 *"Please be Careful -- Prevent Forest Fires"* - 3" x 4", embroidered patch.
- 76-CFFP-37a&b *"Prevent Forest Fires"* - 2" diameter, (37a) embroidered patch and (37b) vinyl decal.
- 76-CFFP-38 *Lapel Tab* - Colorful foldover metal tab.
- 76-CFFP-39 *Smokey Bear Citation* - 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.
- 76-CFFP-40 *Smokey Appreciation Award* - 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years.
- 76-CFFP-41 *Litterbag* - 9" x 12", paper, printed with illustrations on both sides that are suitable for children to color.
- 76-CFFP-42a&b *Sign* - fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires". Order (42a) for 18" x 24" and (42b) for 7" x 9".
- 76-CFFP-43a&b *Smokey Bear Poster* - for Standard Fire Danger Sign, 5'8" tall. Full color. Order (43a) for shovel in left hand, (43b) for shovel in right hand. (For 2-way sign, order 1 of each.)
- 76-CFFP-44 *Fire Danger Adjectives* - for Standard Fire Danger Sign, 32" x 13", reflective, adhesive back, (set of 5). (For 2-way sign, order 2 sets.)



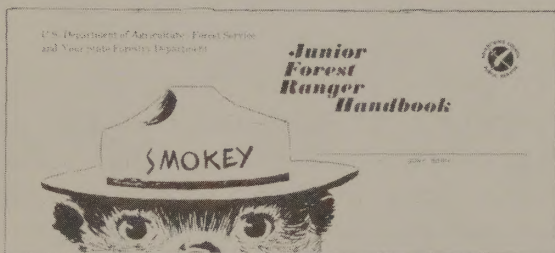
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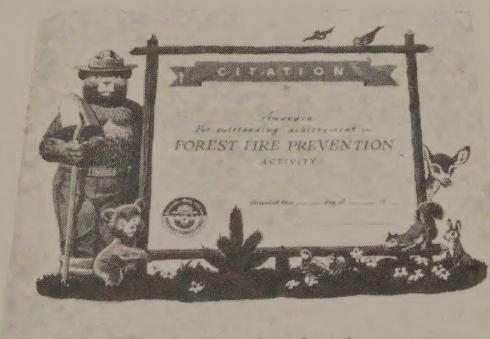
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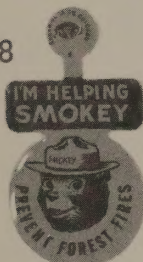
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4 rules to prevent forest fires... "SMOKEY'S FRIENDS DON'T PLAY WITH MATCHES"

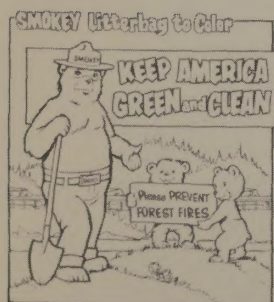
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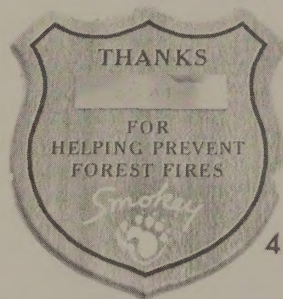
38



41



42a&b



40

44

FIRE DANGER ADJECTIVES

(Construction plans of
fire danger sign
furnished with each
order of fire danger
adjectives)



43a&b

SMOKEY BEAR
POSTER

32a



PREVENT FOREST FIRES!

32b



PREVENT RANGE FIRES!



32c

USE YOUR ASH TRAY!



35a&b



36



37a&b

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Remember-
Only you can
PREVENT
FOREST FIRES!

Dear Friend:

For nearly 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1976.

This guide describes the materials prepared for my 1976 campaign. Some of the items have been around for many years; others are new!

With the cost of printing rising at about 25% per year it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year, their donations were worth more than \$26 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. My campaign managers include all 50 State Foresters, Forest Service Regional Foresters and State & Private Forestry Area Directors, fire control people in Department of the Interior agencies, and a lot of people in Canada. These are the folks who can help you get materials and help you plan your part in forest fire prevention.

Your friend

